SOCIAL MEDIA SPECIALIST

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Camano Island Coffee Roasters is seeking a Social Media Specialist for a 40 hours a week contract position. This person should be comfortable working in an extremely fast-paced, start-up environment handling the social media for multiple brands. Excellent project coordination skills are required. This contract position could lead to full-time employment. Requires 5 days per week in the office on Camano Island, WA.

CAMANO ISLAND COFFEE ROASTERS
Camano Island Coffee Roasters combines the most developed coffee continuity program on the market today with repeated and sustained marketing impressions. Camano Island Coffee Roasters converts Corporate Social Responsibility programs from an expense into Income, Influence and Impact. This position will handle social media for CICR as well as our start-up companies and other existing companies. Opportunity for creative, groundbreaking work.

SUMMARY
Works closely with Marketing Director and Business Directors to understand their requirements and desired use of social media marketing technologies as a means to engage and build relationships with customers. Monitors social activity across all channels, including in a customer service capacity. Works with external partners and cross-functional personnel to ensure collaborative, successful, and efficient social marketing project execution. Functions as a part of the marketing team: assists with listening, research, coordination, and analytics. Acts as community manager across a variety of beverage brands. Both B2C and B2B.

ESSENTIAL FUNCTIONS:
The following reflects management’s definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Acts as social media community manager for multiple brands, across social channels (Facebook, Twitter, and sometimes Pinterest and Instagram, others)
- Engages with consumers through social media marketing channels to achieve positive interactions with and recommendations for our products
- Develops content for monthly social media calendars for various brands across different social channels, and coordinates approvals with partners, Marketing Dir. and Business Dir. as necessary
- Follows best practices for promoting our products and stories through social media
- Works cross-functionally with Marketing, Sales, PR, and external partners, to develop & implement content unique to each brand and their social media objectives, such as increasing engagement and community effectiveness
- Contributes to the implementation of any new functionality or enhancements to social networks and assures consistent brand presence and reputation
- Assists in analyzing the performance of social marketing programs by reviewing campaign results, and gathers insights from those results to optimize interactions with consumers
- Assist in PPC ad management
- Exhibits a sense of urgency – monitors, prioritizes and responds in near real-time
- Thinks creatively and strategically in all social media promotions
- Follows the latest social marketing developments, monitors competitive landscape and consumer behaviors in order to understand current and future trends
- Create and edit videos, images headlines, etc. to post across social media platforms
- Train staff to create and post content and co-manage social media communities

**JOB REQUIREMENTS**

- Bachelor’s degree in Marketing/Communications or related field
- 2 or more years of social media marketing experience in a business environment
- Thorough understanding of and expert-level user of all social media technologies
- Excellent social marketing conversation skills with a strong history of active participation on behalf of a consumer brand
- Outstanding, error-free written communication skills, including the ability to master a variety of brand voices
- Proficiency in PhotoShop, video-editing required. Photography skills a plus
- Excellent attention to detail
- Able to multi-task in a fast-paced, high stress environment and ensuring follow-through on every task & project
- Strong Project Management skills
- Experience with generating ideas and working under minimal supervision
- Strong collaboration skills and experience with working as a team player
- Must maintain satisfactory attendance, including timeliness

Pay: $14-22/ hour DOE

To Apply:

Email resume with links to samples of social media work to paul.sherry@camanoislandcoffee.com